

# annual report

July 1, 2004 - June 30, 2005

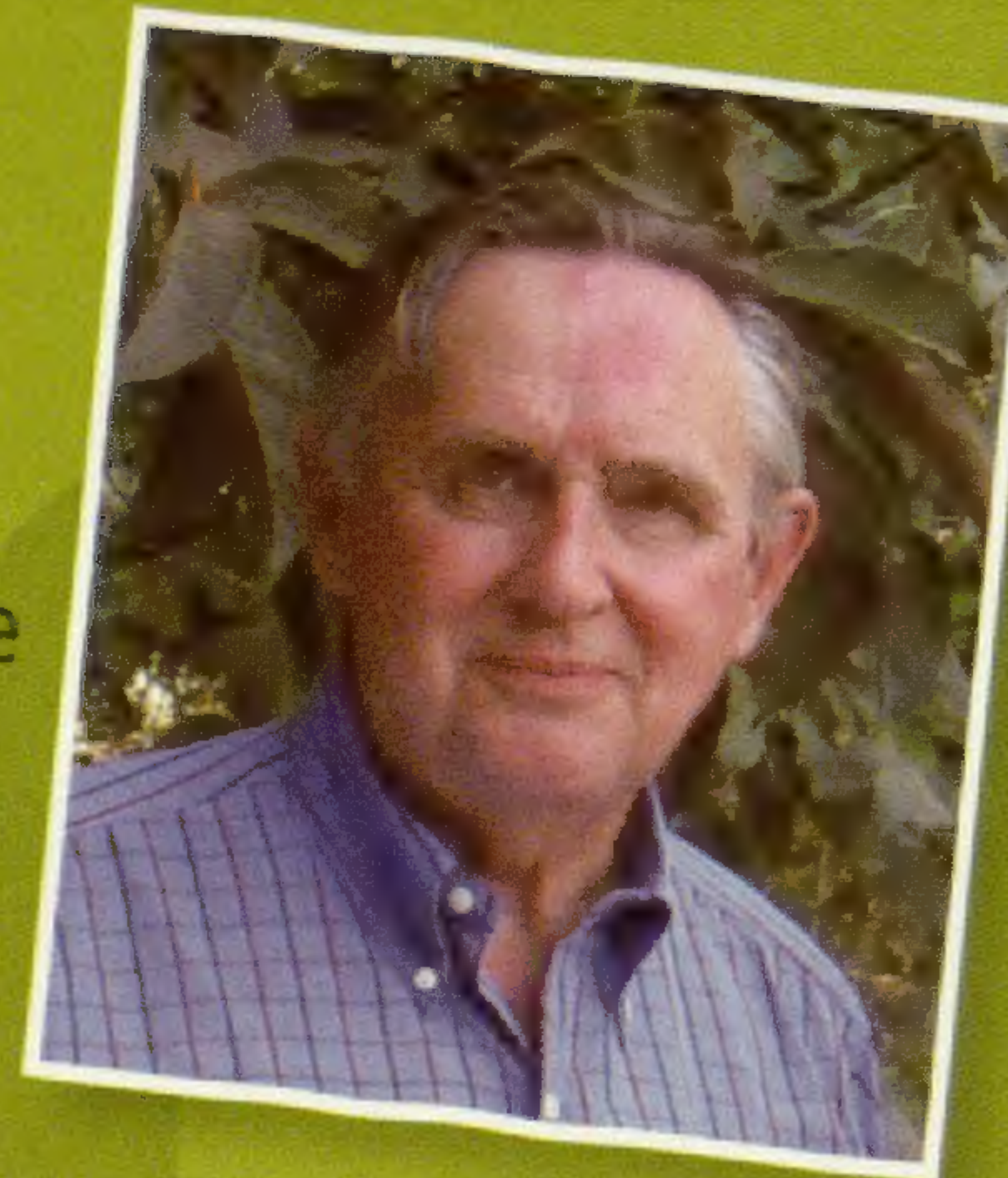




G. ARNOLD MULDER, M.D., PRESIDENT

This has been a good year at The Arboretum and I have every hope that the next year will be even better. Dr. Wourms has undertaken projects that I think will help our progress toward becoming an exciting west coast destination – a garden of infinite attraction.

We have a wonderful team in place to push our ideas forward. The relationship with our Los Angeles County partners is as good as it ever has been, and we have only one main goal, to make The Arboretum better and better.



The staff and volunteers have spent thousands of hours working on restoration projects in the gardens and their efforts show. The Los Angeles Arboretum Foundation board committees have started planning sessions that will develop new projects and energize our efforts to find the funds to pay for them. But, plans without action are not worth much. What we are actually able to fix and change and create is worth all the effort it takes.

We hope you will be here often next year to watch it happen.

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**Chief Executive Officer**

Mark K. Wourms, Ph.D., CEO



There is only one “first” year. When I arrived in July 2004 as the new Chief Executive Officer of The Arboretum, I found a “diamond in the rough.” The Arboretum was cherished by the community, the volunteers and staff, yet much work remained undone before this rough diamond would be a shiny gem.

A few basic concepts were implemented immediately this year to get The Arboretum moving faster in a positive direction. These concepts included:

**Fun** – We instituted a policy of fun for employees, volunteers and visitors. Working at The Arboretum should be fun; we are here to educate and enrich people’s lives. Volunteering should definitely be fun; it demonstrates the great love and passion for The Arboretum and its mission. A visit to The Arboretum should be a fun experience for the entire family, becoming a learning, inspirational and memorable experience.

**Basic Care** – We brought together human, mechanical and financial resources to systematically clean up The Arboretum. In spite of heroic efforts by The Arboretum employees, and volunteers, many factors, including reduced funding and staffing, made basic and systematic care a challenge – the gardens simply needed more. Cleaning and freshening up a garden can be both simple and complex, but by being consistent, we enhanced The Arboretum’s natural beauty.

**Customer Service** – We welcomed our visitors with smiles, our customers had to come first! Above all else, everyone from our employees, to our members, to our visitors, needed to understand and feel that The Arboretum existed to bring people and plants together. We needed to elevate the perceived and actual levels of customer service provided by being friendly and accessible to the public.

Much of the first year was dedicated to finding ways to

enable the great staff, volunteers, Los Angeles Arboretum Foundation Board and Los Angeles County, to do what was best for The Arboretum. The results of this planning are beginning to show, but much more will be evident in the next few years.

This 2004-2005 Annual Report highlights a few of the many achievements at The Arboretum over the last year. All of these activities are noteworthy because they were only possible through the combined efforts of many different people and groups in the community. These changes and improvements have positioned The Arboretum to be more financially stable, to be of greater relevance to our members and visitors, and has increased opportunities for family fun and learning while ensuring sustained growth in the future. Some of what you can expect at The Arboretum over the next year is also laid out in this report. With your continued support and advocacy, we can do even more. I encourage you to make The Arboretum one of your priorities. This diamond is beginning to shine!

See you again soon at The Arboretum!







The Arboretum delivers experiences for our visitors and community to discover, learn and appreciate the relationship between plants and people. Below you will find our top five accomplishments in four categories for FY 2004/2005.

#### PROGRAMS FOR KIDS & FAMILIES

The Arboretum is striving to be the most child- and family-friendly garden in the United States. To do this we are improving the facilities and educational programs by providing experiences that bring people and plants together.

1. The Roots & Shoot Children's Discovery Node, the first of several children's discovery areas was built to provide a place where plants and children's imaginations grow.
2. The Nature Nuts Summer Camp for children ages 8-12 provided more opportunities for learning about natural history through nature, gardening, cooking and art.
3. The first ever "Great Easter Egg Hunt" was enjoyed by over 300 families.
4. The Annual Members' Meeting and Ice Cream Social had the best turn out in several years. Over 120 Members and their families attended the meeting and enjoyed making ice cream sundaes and nature crafts.
5. The Kids in Nature section in The Arboretum Members' Magazine is a first effort in communicating and promoting family fun and learning beyond our grounds.



#### IMPROVEMENTS IN THE GARDEN

To enhance the natural beauty of The Arboretum, many projects were undertaken to improve basic care and improve the visitor experience.

1. Removal of emergent vegetation from the waterways near Tule Pond and Baldwin Lake improved vistas, opened new planting opportunities and helped to maintain mosquito control.
2. New walkways in and around the Tropical Conservatory and the Begonia Greenhouse were added as part of American Disabilities Act (ADA) improvements to make exhibition areas more accessible to the public.
3. Over 500 new plants were accessioned and added to our collections.
4. A new Weaver's Garden, designed and installed by Nancy Goslee Power & Associates demonstrates to our visitors one of many relationships between plants and people.
5. Over 2,000 new plant identification labels were installed by volunteers. Our visitors can better learn the origin and names of the plants in our collections.







## EVENTS

A number of events are held each year to introduce The Arboretum to new audiences and engage our visitors in fun and educational activities, while raising money to support our mission and facilities.

1. The California Gourd Arts Festival preview fundraiser, "Oh My Gourd" was a collaboration between The California Gourd Society and The Arboretum, to celebrate the exciting cultural uses of gourds world-wide.
2. The Annual Plant Sale & Garden Show, featured more Arboretum plant collections and introductions for sale, a practice we will continue in future years.
3. Jacob and Hank Maarse graciously hosted the first ever "Moonlight Soiree" fundraiser as part of the Annual Plant Sale & Garden Show. The fun-filled evening raised additional dollars to support The Arboretum's mission.
4. The 60th Anniversary of the Peace Rose was celebrated at the Rose Show & Sale with a delegation from England, Ireland and Scotland.
5. The Korean Garden Festival attracted people from throughout our community reflecting great interest in the Korean Community and beyond. This highlighted the value of a Korean Garden at The Arboretum.



## OVERALL ACCOMPLISHMENTS

We are improving our facilities every day by conserving plant collections, caring for our historic structures, and supporting our outstanding employees, volunteers and community partners.

1. The Amazing 29,164 hours donated by adult Volunteers, and the 4,200 hours donated by the Junior Volunteers
2. The 23% growth in Memberships from 3,567 to 4,632 and the creation of membership brochures in Chinese and Korean.
3. Increased Corporate Donations and Community Partnerships. The 2004 Annual Giving Campaign realized a 46% increase in donor support.
4. The CEO's visit to Korea and subsequent visits by Korean officials to The Arboretum to begin steps in the building of a Korean Garden.
5. The Painting and Tower Roofing of the Queen Anne Cottage enhanced this historic treasure.





**Los Angeles Arboretum Foundation**  
Statement of Financial Positions\*

June 30, 2005

**Assets**

Cash	\$ 225,247
Investments, at fair market value	2,262,235
Other assets	217,000
<b>Total Assets</b>	<b>\$ 2,704,483</b>

**Liabilities and Net Assets**

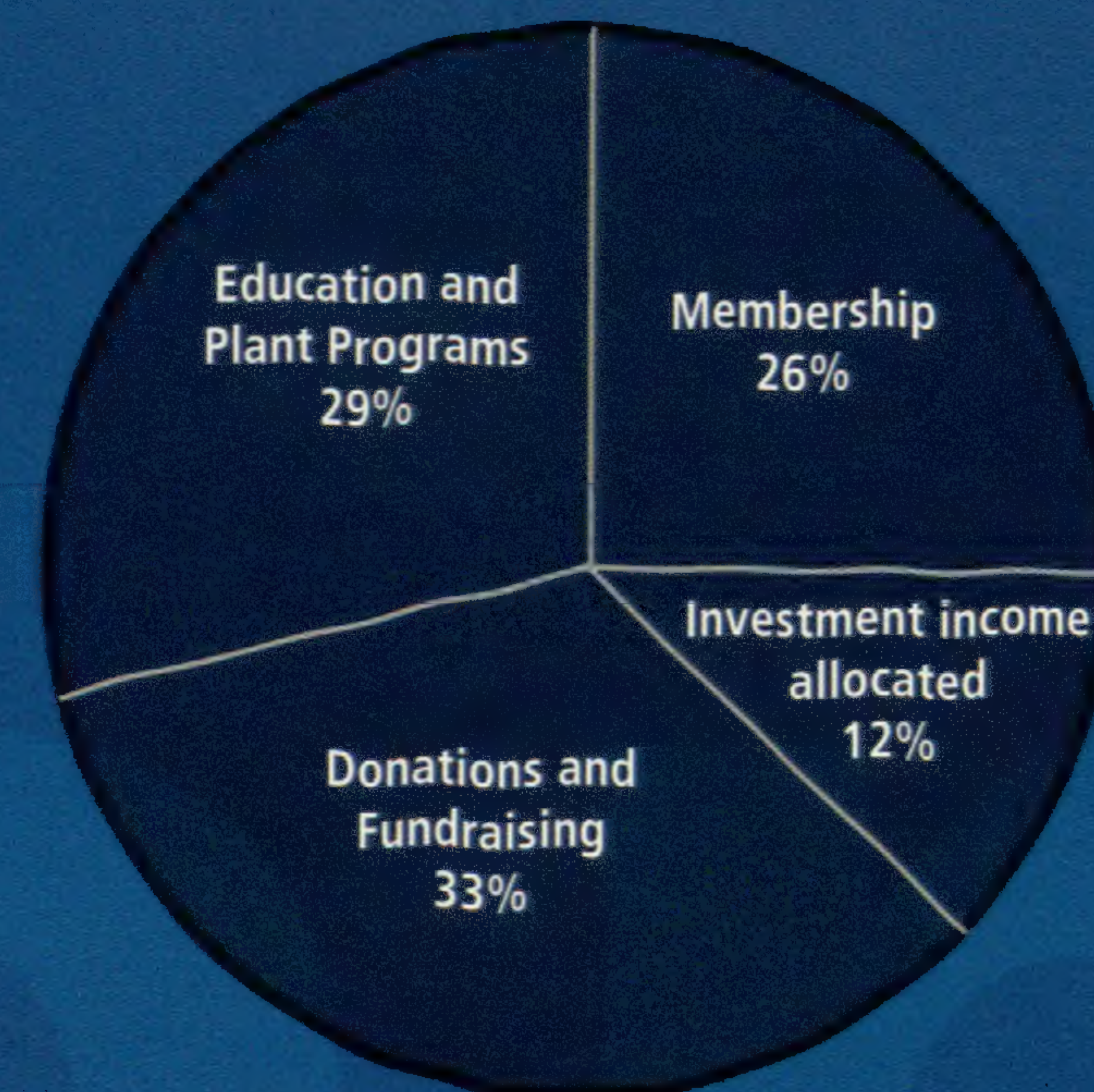
Liabilities	\$ 111,203
Unrestricted	2,839,814
Temporary restricted	845,030
Permanently restricted	211,721
Change in net assets	(1,303,285)
<b>Total Liabilities and Net Assets</b>	<b>\$ 2,704,483</b>

Change in unrestricted net assets	94,080
Change in temporary restricted net assets	(1,744)
Change in net assets	87,243
<b>Net assets beginning of year</b>	<b>\$ 2,506,037</b>
<b>Net assets end of year</b>	<b>\$ 2,593,280</b>

\* figures are unaudited, audit will be available December 2005

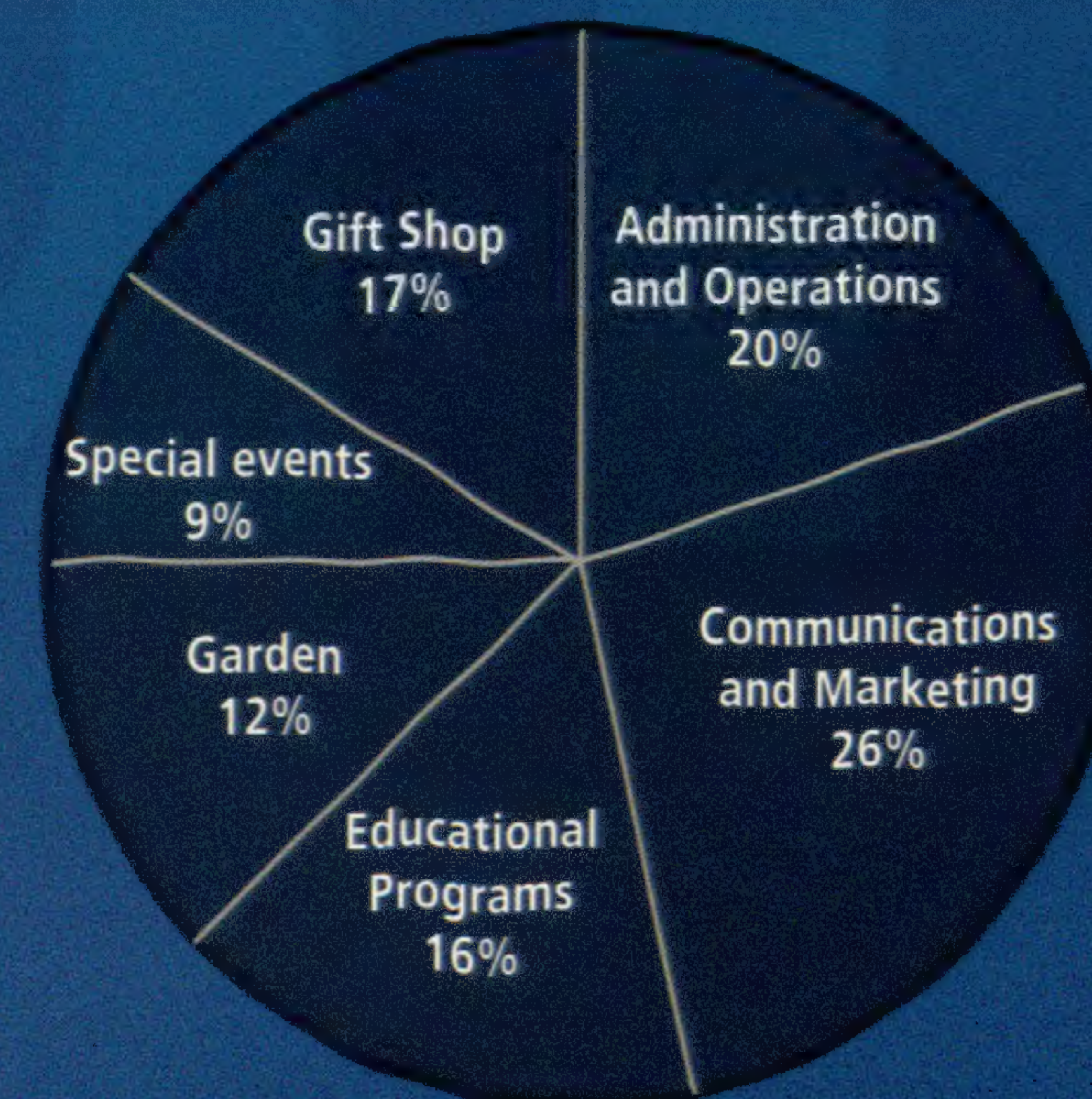
**Revenue**

Education and Plant Programs	\$ 290,169
Membership	251,745
Donations and Fundraising	336,725
Net assets released from restriction	120,000
<b>Total Revenue</b>	<b>\$ 998,639</b>



**Expense**

Administration/Operations	\$ 198,917
Educational Programs	158,075
Communications / Marketing	258,413
Gift Shop	158,778
Garden	119,190
Special Events	89,089
<b>Total Expense</b>	<b>\$ 982,462</b>





## Los Angeles Arboretum Foundation Financial Highlights for Year Ending June 30, 2005

**Membership** – The Arboretum welcomed 1,065 new members, for a total of 4,632 memberships

**Anonymous Donation** – A generous donation of \$ 25,000 was made to host The Arboretum's newest Children's Discovery Node.

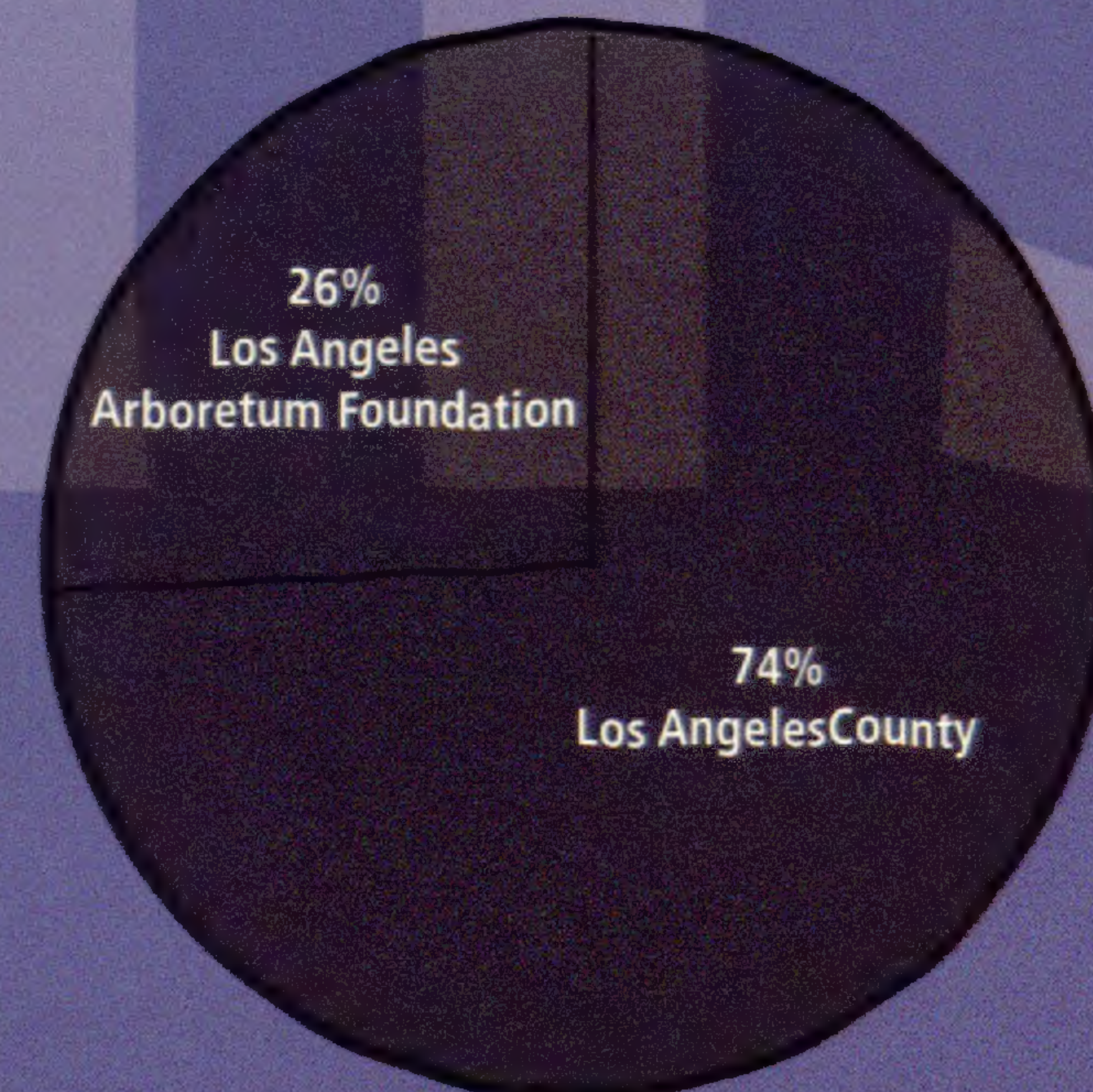
**Cal Phil** – Through an agreement with the California Philharmonic Orchestra, the Foundation now receives a portion of ticket sales

**Appeals** – Three appeals went out this year, resulting in successful support beyond membership levels, jumping from \$ 16,550 to \$ 50,800

**Memorials** – Tree and bench memorials increased throughout the garden. This is an honorarium for those special ones in our lives.

Los Angeles County Support	
Management and Operations	\$ 1,813,206
Utilities	286,561
Special Events	366,285
Guest Services and Security	201,383
Plant Information and Research	252,886
<b>Total County Operating Support *</b>	<b>\$ 2,920,321</b>

Total Operating Support of The Arboretum	
Los Angeles County	\$ 2,920,321
Los Angeles Arboretum Foundation	998,639
<b>Total Operating Support</b>	<b>\$ 3,918,960</b>





## A SPECIAL THANK YOU TO OUR...

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 Botanical Artists Guild of Southern California  
 Café Bizou  
 Cafe Santorini  
 California Cactus & Succulent Store  
 California Pizza Kitchen  
 Cambridge International  
 Chandra Thai Restaurant  
 Chelsea Management Company  
 Chevy Chase Estates Garden Club  
 Chipotle  
 Claro's Italian Markets  
 Coiner Nursery  
 Corner Bakery Cafe  
 Diggers Garden Club of Pasadena  
 Dutton's Brentwood Books  
 Embassy Suites  
 EuroAmerican Propagators  
 First American Bank  
 Flexrake  
 Genesis Growers  
 Goto Nursery  
 Green Street Restaurant  
 Haralambos Beverage Company  
 Holiday Inn Monrovia  
 Il Fornaio  
 Impact Design  
 Integrity Mortgage  
 J.W. and Ida M. Jameson Foundation

Junior League of Pasadena Garden Club  
 Karme Landscape & Design  
 Korean Garden Society  
 LA International Fern Society  
 Little Garden Club of Pasadena  
 Mens Garden Club of Los Angeles  
 Monrovia Garden Club  
 Monrovia Growers  
 Nancy Goslee Power & Associates  
 New Century BMW  
 Nick Williams & Associates  
 Oak Tree Charitable Foundation  
 Orchard Supply Hardware  
 Pasadena Garden Club  
 Patina Catering  
 Pavilions  
 Ranch 99 Market  
 Ray's Landscape  
 Robin's Woodfire BBQ  
 Rotary Club of Arcadia  
 San Gabriel Branch of the American Begonia Society  
 Santa Anita Race Track  
 Simply Unique Catering  
 Smitty's Grill  
 Southern California Garden Club  
 The Bottle Shop  
 The Casner Family Foundation  
 The Erickson Family Trust  
 The Garden Conservancy  
 Twyford International  
 Union Bank of California Foundation  
 Valley Monument Company  
 Weeks Wholesale Rose Grower  
 Whole Foods  
 Windsor Hills School  
 Wire Artworks  
 Yard House Restaurants

THANK YOU!



While efforts have been taken to ensure the accuracy of this donor list, if your gift should have been received between July 1, 2004 and June 30, 2005 and it is not recognized here, please call 626.821.3237 to ensure that you are recognized correctly in the future.





## What can you expect at The Arboretum in FY 2005-2006

Los Angeles County support of \$1.3 M of deferred maintenance

Completion of Conceptual Plan

The construction of a new Aloe Walk

The construction of an Epiphyllum Display area

The funding and construction of the Australian Children's Discovery Node

The construction of a Cacti and Succulent Display Garden

The amazingly fun volunteer run Halloween Family Festival

Catering by Maria T. Robertson at The Peacock Café

Initial steps in bringing a rare fruit garden to fruition

New mission and vision statements



## Events for FY 2005-2006

Sunday Family Picnics every 3rd Sunday of the Month

California Philharmonic Season begins July 2005

Cactus Show & Sale August 20 & 21, 2005

Fern & Exotic Plant Show & Sale September 3 & 4, 2005

Annual Meeting & Ice Cream Social September 18, 2005

Insect & Reptile Fair September 24 & 25, 2005

Winter Cactus Show & Sale October 15 & 16, 2005

Outta Your Gourd! October 21, 2005

California Gourd Arts Festival October 22 & 23, 2005

Halloween Family Festival October 29, 2005

Queen Anne Cottage Open House December 11, 2005

College, Career & Scholarship Fair January 14 & 15, 2006

Bonsai Show & Sale January 21 & 22, 2006

Gem & Mineral Show March 4 & 5, 2006

Environmental Education Fair March 11 & 12, 2006

Ikebana International Show & Sale March 18 & 19, 2006

Amaryllis & Bulb Show & Sale April 15 & 16, 2006

The Great Easter Egg Hunt April 15, 2006

Rose Show & Sale April 22 & 23, 2006

Annual Plant Sale & Garden Show May 6 & 7, 2006

Queen Anne Cottage Open House May 14, 2006

Epiphyllum Show & Sale May 13 & 14, 2006

Korean Garden Festival May 20, 2006

Santa Anita Bonsai Show May 27 & 28, 2006

Daylily Show & Sale June 3, 2006





## FUN FACTS

The Arboretum grows 230 of the 750 species of Eucalyptus found in Australia.

The plant records database currently contains over 10,700 living accessions with over 3,000 of these being orchids.

Over 220 species of birds have been observed at The Arboretum.

In the last 10 years The Arboretum has been a location for 150 commercial photo shoots, 87 commercials, 123 feature films and television shows, and 52 miscellaneous shoots including music videos and documentaries.

When Elias Jackson "Lucky" Baldwin purchased the 8,500-acre Rancho Santa Anita in 1875, he paid an amazingly high \$25 per acre.

Baldwin Lake covers 3.5 acres acting as the "heart" of The Arboretum.

The Tram path is over 2.5 miles in length.


Over 3.0 million people have visited The Arboretum in the last 10 years.

The Arboretum has acted as a living research collection and utilized extensively by authors and journalists.

The Arboretum has introduced over 120 plants to Southern California since 1957.



[www.arboretum.org](http://www.arboretum.org)

  
**The Arboretum**  
LOS ANGELES COUNTY ARBORETUM & BOTANIC GARDEN  
301 North Baldwin Avenue, Arcadia, CA, 91007

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